

Translation Information Sheet

By taking a few moments to fill out this information sheet thoughtfully, you will contribute substantially to the quality, accuracy and effectiveness of your translation.

What is the purpose of this text? (e.g. to sell a product, persuade a client, inform employees...)

Who will read this translation? (e.g. the general public, children, internal staff...)

Which variety of English does your target audience speak? (e.g. British, American, Australian...)

Are the anticipated readers of this translation *native English speakers*? If not, what is their native language? And what is their proficiency in written English?

What style is desired for this translation? (e.g. journalistic, humorous, slang, academic, literary...)

Where will this translation appear? (e.g. billboard, sales brochure, national television, internal company report...)

Where did the source text originally appear? (e.g. Time magazine, staff memo, paperback novel...)

Thank you for your valuable collaboration